



ORGANIZATION NAME Flathead CVB
 PROJECT NAME NW Meetings & Events Co-op
 APPLICATION COMPLETED BY Dori Muehlhof, Executive Director
 DATE SUBMITTED July 30, 2008

Approval Requested:

XXX Final

Preliminary

Project Overview

The Flathead CVB would like to use funds from our Internet Marketing budget to participate in the following Travel MT co-op:

Northwest Meetings & Events

Nwmeetings.com is the corresponding website to the print publication, *Northwest Meetings + Events*. This is a quarterly publication distributed to 17,000 meeting planners, professionals, relevant conferences and events, and members of a variety of meeting and travel associations. The audience of this publication is small to mid-level meeting planners in the Pacific Northwest region (including Washington, Oregon, Idaho, Alaska, and British Columbia). The State would purchase the top leader board rotation for the 4th quarter of 2008 and the 1st quarter of 2009 to coincide with Mercury's recommendation for the winter and Spring full page print advertising opportunities. The State will purchase a banner rotation that will serve up approximately 20,000 impressions for the fall (Nov-Jan) 2008 and winter (Feb-Apr) 2009 for \$2,240.00. These impressions will be divided among the State and any participating partners in increments of 5,000 impressions.

Advertising Cost:

\$560.00 for 5,000 impressions served up on a rotational basis for months of November 2008 – April 2009.
 CPM (\$112.00)

Project Objectives

1. Increase inquiries to the call center by 5% over FY'07.
2. Increase use of the web site by 10% over FY'07
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 1% over FY'07
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County & Lake County by 1% over FY'07

These objectives support the following marketing goals:

- *Increase awareness of the Flathead Valley as a year-round destination.*
- *Increase visitation & length of stay among resident and non-resident travelers.*
- *Increase return visitation.*

Support of the FCVB Marketing Plan

This project supports the FCVB's geographic target market and is one of the defined group target markets as well.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- A.2.1: Coordinate Advertising to Maximize State, Regional & Private Return on Investment
- A.2.2: Encourage Cross-Promotion between Tourism Partners & Sectors
- A.6.1: Refine Montana's Niche and "Brand" in the Meeting/Convention Market; Determine Feasibility of Enhanced Meeting & Convention Facilities
- A.6.3: Use Local Historical/Cultural Attractions to Enhance Venue Offerings
- C.6.1: Encourage Strategic Partnerships for Cooperative Project Funding
- C.6.2: Identify Opportunities to Pool Public & Private Marketing Dollars

Method of Project Evaluation

Quantifiable lead generation
 Web Link Traffic

Budget

Internet Marketing
 Northwest Meetings & Events On-line \$560

Total Budget

\$560 (Internet Marketing)

Flathead Convention & Visitor Bureau

15 Depot Park, Kalispell, MT 59901

Phone: 406-756-9091 Fax: 406-257-2500

fcvb@fcvb.org www.montanaflatheadvalley.com